To: Young, Mark .
From: Reuter, Diane E.
Posted: 2/11/98 19:09
Opened: 2/13/98 9:23
Subject: RE: Salem Cigar Information

Mark, In response to your questions concerning Salem Cigar, I think that the $7.00 incentive is a reasonable amount , but how about building it into volume sales, for example , lets set an incentive at 5% and when they achieve a set goal then increase percentage to 7%..or higher .This could be monitored off invoice and possible spot checking by RJR sales reps while calling on accounts. Lets keep in mind return policies that could affect profits. .
Sincerely,
Diane

Source: https://www.industrydocuments.ucsf.edu/docs/jkdp0000